

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE (BBA/MBA)**

Student Name:

Student ID#:

Date:

Starting Year:	2024 Starting Freshman	Take In	Completed	Remaining	Notes:	Take In	Completed	Remaining			
Major(s):	Marketing										
Minor											
<b>FALL - FIRST YEAR</b>					<b>FALL - THIRD YEAR</b>						
ENG 1150	Composition I			3	MKT 3050	Consumer Behavior (MKT 2080)			3		
LDR 1110	The NU Experience			1	MKT 4230	Marketing Research (MTH 3340, MKT 2080)			3		
MGT 2300	Principles of Management			3	CHOICE				3		
PHL 1100	Philosophy of American Life & Business			3	3000/4000	CHOICE (SEE *SIE BELOW)			3		
MTH 1150	Finite Math <b>OR</b>				FIN 3010	Financial Management (ACC 2415) (FIN 3210 recommended)			3		
MTH 1100	College Algebra <b>OR</b>				MGT 4250	Organizational Behavior (MGT 2300) (SEE *SIE BELOW)			3		
MTH 3100	Calculus			3	<b>SPRING</b>						
MIS 1500	Business Productivity Software			3	ECN 4010	Economics of Public Policy (ECN 2210, 60 credits)			3		
MKT 2080	Principles of Marketing			3	MGT 4800	Strategic Planning (MGT 2300, FIN 3010/3210)			3		
<b>SPRING</b>					MKT 3100	International Marketing (MKT 2080 and MGT 2300)			3		
ECN 2210	Principles of Microeconomics			3	MKT 4240	Marketing Management (MKT 4230)			3		
ENG 1200	Composition II (ENG 1150)			3	3000/4000	CHOICE (SEE *SIE BELOW)			3		
LDR 1300	Professional Branding & Planning			1	PHL 3100	Ethics			3		
MKC 2100	Introduction to Marketing Communication (MKT 2080)			3	<b>SUMMER or COMPRESSED COURSES</b>						
MKT 2150	Selling & Sales Management (MKT 2080)			3	3000/4000	CHOICE (SEE *SIE BELOW)			3		
NSC 2100	Environmental Science			3	3000/4000	PSY/SOC/HUM (SEE *SIE BELOW)			3		
SPC 2050	Speech			3	MKT 3990	Internship (See * in notes section)			3		
<b>FALL - SECOND YEAR</b>					<b>Notes:</b>						
ACC 2410	Fundamentals of Financial Accounting			3	A maximum of 19 credits are to be taken in a semester.						
ECN 2220	Principles of Macroeconomics			3	Any courses taken in a compressed or summer session are at student's expense.						
LDR 2250	Emerging Leaders			1	In the DeVos MBA program, students develop business acumen, critical thinking, and personal effectiveness. To fully prepare for the study of business acumen concepts at the graduate level, Northwood recommends that students in the four-year BBA/MBA program take the following elective courses: <b>MTH 3100 Calculus I, MTH 3340 Statistics II, MKT 3050 Consumer Behavior, MKT 4230 Marketing Research, ECN 3000 International Trade and FIN 4010 International Finance.</b>						
HIS 2100	Foundations of the Modern World I			3	In the DeVos MBA program, students develop personal effectiveness during class meetings as well as through work in groups. To accelerate the learning in this area, Northwood recommends that students in the four-year BBA/MBA program take <b>SOC 3500 Cultural Anthropology.</b>						
CHOICE				3							
MKT 3000	E-Commerce (MKT 2080)			3							
MTH 2310	Statistics I (MIS 1500, MTH 1100/1150)			3							
<b>SPRING</b>											
MKT or MKC	Elective			3							
ACC 2415	Fundamentals of Managerial Accounting (ACC 2410)			3							
CHOICE				3							
LAW 3000	Business Law I			3							
MTH 3340	Statistics II (MTH 2310)			3							
PSC 2010	Introduction to American Government			3							
<b>LOWER LEVEL HOURS COMPLETED</b>					<b>0</b>	<b>UPPER LEVEL HOURS COMPLETED</b>					<b>0</b>
<b>LOWER LEVEL HOURS REMAINING</b>					<b>75</b>	<b>UPPER LEVEL HOURS REMAINING</b>					<b>45</b>
<b>TOTAL HOURS COMPLETED</b>					<b>0</b>	<b>TOTAL HOURS REMAINING</b>					<b>120</b>

Taking Courses off-sequence will delay timely degree completion. It is the student's responsibility to consult with an Academic Advisor to ensure timely degree completion.

\*A credit-bearing internship is required prior to starting the MBA program. All internships must be approved by the Chair of your specific program.

A minor consists of 18 credits (6 courses) in a defined discipline. Three of these courses (9 credits) must be at the 3000/4000 level and 6 credits must be taken at Northwood University. Some minors require specific coursework. Contact your Academic Advisor for programs that require specific coursework.

\*SIE (Semester in Europe) Course Substitutions: Courses that are taken by students who participate in the Semester in Europe program. Students interested in this program should not take these courses prior to SIE. They will take these courses during Semester in Europe. See an Academic Advisor if you have questions.

Northwood University is devoted to continuous improvement of all programs and reserves the right to revise all curriculum guides or academic programs. These enhancements could cause changes in your program of study. This curriculum guide reflects what is correct at the time of publication.